



**aaa
school of
advertising**

Welcome to the AAA

Whether you are searching for something specific or just casually browsing, we hope that you will enjoy learning a bit more about our diverse programmes and our many accomplished students.

Established almost 27 years ago 'by the profession for the profession', the AAA has built a strong academic foundation - which we want to continue - by making sure that we develop innovative programmes and prepare our students for divergent roles in the future marketing and communications industry.

The convergence of different areas of the communication field creates new opportunities and challenges, and preparing students for such a profession requires new approaches to learning and teaching.

Curricula need to be constantly updated and revised, and new courses must be designed to satisfy the needs of the students and meet or exceed the expectations of employers. We understand these challenges and work diligently to bring new technologies and informed marketing and advertising professionals to the school.

We realise that we live in a very competitive world and many educational institutions have mushroomed, providing you with many to choose from. Because of its strong foundation, and the fact that it is owned by the ACA, the AAA has 'captive' prospective employers comprising leading advertising agencies who not only assure you of a productive internship, but also prospective gainful employment opportunities.

At the AAA, you are assured that you'll receive the best possible education for your investment, since you work on real world projects and interact with the best industry professionals. Our faculty members are among the best in the country with a variety of academic and industry expertise. They're committed to face-to-face interaction with students and mentoring them to become successful marketing and communication professionals.

We welcome the opportunity to assist you in reaching your career goal, and to experience excellence in achievement!

Prof Krishna Govender
Executive Dean and Head